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Contracting Opportunity

Title: Public Relations and Communications Services
Agency: Hugh L. Carey Battery Park City Authority
Division: Procurement
Contract Number: TBD
Contract Term: 3 Years
Date of Issue: 12/03/2021
Due Date/Time: 01/12/2022 3:00 PM
County(ies): All NYS counties
Location: Battery Park City
Classification: Miscellaneous - *Consulting & Other Services*
Opportunity Type: General
Entered By: Robert Nesmith
Description: **Description of Goods or Services to Be Bid**

Battery Park City Authority d/b/a Hugh L. Carey Battery Park City Authority (“BPCA”) requests proposals (individually a “Proposal” and collectively the “Proposals”) from public relations firms (individually a “Proposer” and collectively the “Proposers”) to assist BPCA with communications and media relations services. The selected proposer will provide communications and media relations services for all aspects of BPCA’s mission and work. For example, the selected proposer will (1) Provide communications support and strategic guidance for Client’s engagement with all stakeholders, including condo and building owners, elected officials, community boards, media outlets, and other downtown stakeholders in support of Client’s objectives; (2) Generate news releases and pitch concepts for use in attracting media coverage for BPCA and its leadership. Proactive story content and media placement considerations should include BPCA cultural events and its expansive parks programming, Battery Park City’s public art exhibits, local real estate matters, environment and sustainability initiatives, and community news; (3) Develop strategies for print, digital and broadcast media; (4) Draft, review, and/or distribute written statements to stakeholders (i.e. press, elected, residents) including op-eds, fact sheets, talking points, etc.

Interested parties may download the complete request for proposals (“RFP”) via the link provided below or by visiting BPCA’s website at www.bpca.ny.gov

and clicking on the “Opportunities” tab. All Proposals must meet the requirements listed in the RFP.

As stated in the RFP, firms interested in responding to the RFP must complete the Mandatory Forms Packet located on BPCA’s website at <https://bpca.ny.gov/wp-content/uploads/2015/03/Mandatory-Forms.pdf>. The completed forms must accompany the firm’s proposal.

Restricted Period

Proposers are restricted from making contact with anyone other than the Designated Contacts (identified below) during the period from the time of publication of this advertisement through approval of the procurement contract by BPCA (the “Restricted Period”). Employees of BPCA are required to record certain contacts during the Restricted Period, including, but not limited to, any oral, written or electronic communication with a governmental entity under circumstances where a reasonable person would infer that the communication was intended to influence the governmental entity’s conduct or decision regarding the governmental procurement, and to make a determination of responsibility based, in part, upon any such contact. Failure to abide by this process may result in a finding of non-responsibility.

Eligibility / Qualifications Requirements / Preferences

Minority-Owned Business Enterprises (“MBE”), Women-Owned Business Enterprises (“WBE”) and Service-Disabled Veteran-Owned Business Enterprises (“SDVOB”) are encouraged to submit Proposals. All Proposers must submit with their proposal a copy of its Equal Employment Opportunity or Diversity policy along with a breakdown of all company staff by job classification, race and gender. For questions on MBE/WBE/SDVOB participation, joint ventures and sub-contracting goals ONLY, please contact “Diversity Designated Contact”: Mr. Justin McLaughlin-Williams at 212.417.2337.

MBE/WBE UTILIZATION GOAL REQUIREMENTS FOR BPCA CONTRACTS:

In accordance with Article 15-A of the New York State Executive Law and regulations adopted pursuant thereto, BPCA has established separate goals for participation of New York State Certified minority and women-owned business enterprises for all state contracts. BPCA is required to implement the provisions of Article 15-A and 5 NYCRR Part 143 for all state contracts (1) in excess of \$25,000 for labor, services, equipment, materials or any combination for the foregoing and (2) in excess of \$100,000 for real property renovations and construction. For purposes of this procurement, the Organization hereby establishes a goal of 15% for Minority-owned Business Enterprises (MBE) participation and 15% for Women-owned Business Enterprises (WBE) participation. (We are happy to work with you to help you identify opportunities for M/WBE participation, joint ventures and sub-contracting). As a condition of this procurement, the Proposer and BPCA

agree to be bound by the provisions of §316 of Article 15-A of the Executive Law regarding enforcement. Proposers must document “good faith efforts” to provide meaningful participation by certified M/WBE subcontractors or suppliers in the performance of the awarded contract. For guidance on how BPCA will determine a Proposer’s “good faith efforts,” refer to 5 NYCRR § 143.8. Additionally, Proposers must refer to Mandatory Forms of this document for a list of forms that must be provided in order to fully comply with Article 15-A of the New York State Executive Law and 5 NYCRR Part 143.

SDVOB UTILIZATION GOAL REQUIREMENTS FOR BPCA CONTRACTS: In accordance with Article 17-B of the New York State Executive Law and regulations adopted pursuant thereto, BPCA has established separate goals for participation of New York State Certified service-disabled veteran-owned business enterprises for all state contracts. BPCA is required to implement the provisions of Article 17-B and 9 NYCRR Part 252 for all state contracts (1) in excess of \$25,000 for labor, services, equipment, materials or any combination for the foregoing and (2) in excess of \$100,000 for real property renovations and construction. For purposes of this procurement, the Organization hereby establishes a goal of 6% for Service-Disabled Veteran-Owned Business (SDVOB) participation. (We are happy to work with you to help you identify opportunities for SDVOB participation, joint ventures and sub-contracting). As a condition of this procurement, the Proposer and BPCA agree to be bound by the provisions of 9 NYCRR §252.2 regarding enforcement. Proposers must document “good faith efforts” to provide meaningful participation by certified SDVOB subcontractors or suppliers in the performance of the awarded contract. For guidance on how BPCA will determine a Proposer’s “good faith efforts,” refer to 9 NYCRR § 252.2(s).

BPCA reserves the right to cancel or withdraw in whole or in part this RFP at its sole discretion. Proposers will be notified in the event the RFP is cancelled via the BPCA website.

Service-Disabled Veteran-Owned Set Aside: No

Minority Owned Sub-Contracting Goal: 15%

Women Owned Sub-Contracting Goal: 15%

Service-Disabled Veteran-Owned Business Contracting Goal: 6%

Contact Information

Primary contact: Hugh L. Carey Battery Park City Authority
Procurement
Emily Birdseye
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200 Liberty Street
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emily.birdseye@bpca.ny.gov

Submit to contact: Hugh L. Carey Battery Park City Authority
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emily.birdseye@bpca.ny.gov

Supporting document shown below:

The following supporting documents are available for download:

Document title	Description	Type
Public Relations and Communications Services	RFP	pdf

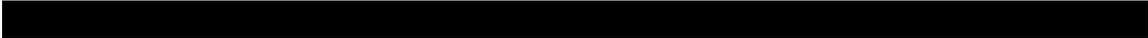
To download these documents, please visit the New York State Contract Reporter website: <http://www.nyscr.ny.gov>

Bid Results

Bid Results have not been entered

Awards

Awards have not been entered



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